PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Dave Beran **DATE:** June 10, 1992

FROM: Alejandro Lopez

SUBJECT: **Merit Ultima Research**

Project:
Attached for your approval is a Letter of Agreement between Perception Research Services, Inc. and Philip Morris to conduct a research project to analyze the strengths and limitations of Merit Ultima print advertising and to determine why awareness levels for Merit Ultima are lower than anticipated.

Budget:
The cost of conducting this research is $28,000 ± 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:
Perception Research Services, Inc. was selected as the supplier for this project due to their expertise in conducting eye-tracking research.

Alejandro Lopez _____ David Beran _____

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Source: https://www.industrydocuments.ucsf.edu/docs/skmj0004